A STUDY OF CORPORATE RELATED SKILLS V/S BOOKISH KNOWLEDGE FOR MANAGEMENT STUDENT

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A Synopsis

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INTRODUCTION:

❖ Corporative Skills:

In today's Management skills are a collection of abilities that include things such as business planning, decision-making, problem-solving, communication, delegation, and time management. While different roles and organizations require the use of various skill sets, management skills help a professional stand out and excel no matter what their level.

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As organizations evolve, expand into new areas, and define their approach to business, they develop significant institutional knowledge. This information is invaluable to the company. Imparting it to new or less experienced staff is vital for maintaining successful operations.

An employee's knowledge and skillset grow as they spend time with an organization. As a result, staff typically retires with a wealth of expertise that the company needs to mine using efficient knowledge management processes in order to reduce disruption and prevent workforce knowledge gaps.

Knowledge is the collection of methods relating to creating, sharing, using and managing the knowledge and information of an organization. It refers to a multidisciplinary approach to achieve organizational objectives by making the best use of knowledge

Knowledge is the process by which an enterprise gathers, organizes shares and analyzes its knowledge in a way that is easily accessible to employees. This knowledge includes technical resources, frequently asked questions, training documents and people skills.

Management skills can be developed through learning and practical experience as a manager. The skills help the manager to relate with their fellow co-workers and know how to deal well with their subordinates, which allows for the easy flow of activities in the organization.

Good management skills are vital for any organization to succeed and achieve its goals and objectives. A manager who fosters good management skills is able to propel the company's mission and vision or business goals forward with fewer hurdles and objections from internal and external sources.

Management and leadership skills are often used interchangeably as they both involve planning, decision-making, problem-solving, communication, delegation, and time management. Good managers are almost always good leaders as well.

Conceptual Skills involve the skills managers present in terms of the knowledge and ability for abstract thinking and formulating ideas. The manager is able to see an entire concept, analyze and diagnose a problem, and find creative solutions. This helps the manager to effectively predict hurdles their department or the business as a whole may face.

The human or the interpersonal skills are the skills that present the managers' ability to interact, work or relate effectively with people. These skills enable the managers to make use of human potential in the company and motivate the employees for better results.

The landscape of business and industry is continuously evolving. Organizations, right from their design, to their supply chains, are facing innovation disruptions from technology every day. The current pandemic has only pushed this into force with remote working and excessive dependence on data analytics. Therefore, it becomes essential for business leadership and management to inculcate a basic understanding of technical tools.

It is only apropos if we equip our future leaders and managers with corporate skills right at the initiation. MBA curriculums should focus on imparting technical literacy to students coming from all domains of education.

The market for Management is expected to grow rapidly in coming times. Management graduates in today's times are given responsibility to takeover important tasks that utilizes the skills they learnt during MBA. Also, Management graduates are given responsibilities and are preferred to climb up the ladder to take the leadership roles.

Today, companies require managers to work on large datasets for various functions like forecasting sales, understanding market patterns, predicting consumer demand, future trends, and stock ordering, etc. Therefore, Management students should learn some of these tools beforehand, differentiate themselves from the crowd, and add value to their core competency.

Good working knowledge of presentation tools is one of the most important corporate skills for management students. Presentations are critical in the corporate setup as they are an official form of communication between a client and a business.

Management students get a good deal of exposure on presentations right from their class assignments to business case study competitions.

Corporate skills for management students to know to stand out in the rat race in the corporate world, there are other corporate skills too, that Management Students can pursue learning.

We live in competitive times, and every day brings in a new challenge. Today's most important thing is to constantly update and upgrade yourself with the times to stay relevant and stand out from the crowd.

Since almost every profession relies on diverse tools, programs, and procedures, corporate skills are essential. You will be a more suitable candidate if you have sought-after corporate knowledge and abilities that are widespread in your sector. They can assist you in working more efficiently, boosting your confidence and making you a more desirable candidate for companies. Employees with corporate competence are frequently better at multitasking in a demanding and complex position.

Corporate skills allow people to work more effectively, increase their self-esteem, and increase their value to companies. Because most MBA professionals work with people, particularly clients, they require additional skills to assist them in their work. Clear communication is one of the essential reasons for MBA professionals to devote time to the development of corporate abilities.

- **Bookish Knowledge**:

Soft skills are a boon to the Society. Soft skills can be acquired by training and sessions to the learners, students and even the professionals. Many times, soft skills are treated as complementary to hard skills. Soft skills help to motivate & influence others, helps to develop one's personality, to be perfect in your job and also to solve problems. Good communication skills help to overcome the weaknesses of hard skills at the time of an interview. Soft skills fulfill an important role in shaping an individual's personality.

Keywords: Soft Skills, Qualities, Personality, Interpersonal Skills, Communication etc

Soft skills are self-developed which can be inculcated by communication, interaction and sessions which can be organized at each level, whether it may be school, college, university or any organization. Soft Skills are interpersonal qualities which an individual possesses. Soft skills help to determine the performance of employees at the workplace.

Soft skills and hard skills both are important for the survival of an individual in this competitive world. Soft skills are qualities which an individual possesses such as communication skills, character, intelligence, sociability. Soft skills help to cope up with the environment, work efficiently and effectively and also help to achieve the organizational goals.

Soft skills help to achieve the organizational objectives in a positive way. Soft skills encourage a healthy and a positive relationship between the companies and the customers. In simple words we can say that non-technical skills are soft skills that relate to your work. It means how you communicate with others, how time management is implemented, how you solve problems etc.

Soft skills are very important, because it adds value to the organization. Soft skills are a very essential part of the hiring process. Technical and computer-based skills are important to be successful in your career which is often called hard skills. At the same time soft skills play a

very important role because communication skills, emotional intelligence, ethics, love and compassion are very crucial parts which create uniqueness in the identity of an individual.

People with soft skills are in continuous demand by various employers because soft skills help you to be successful in your career. Soft skills help you to adapt to the environment in which you are working. An individual's personality, attitude, motivation and manners also reflect the soft skills a person possesses.

Hard skills or technical skills are easier to learn and understand than soft skills. Communication is the base of soft skills. We communicate with many people in our day-to-day life. While on a job an individual interacts with managers, co- workers, customers, suppliers etc. and must have the quality of communicating properly along with these people. Soft skills are very valuable in the minds of the employers in today's world.

Communication skills play an important role for the employee to be retained in the current job. An employee communicates with many people. It can be the suppliers, customers, clients etc. The communication should be proper and in a polite manner either in person or by phone or in writing. A good listener is always appreciated and ideas are always welcomed by the employers. Listening, social skills, public speaking, presentation, negotiation and writing skills are some of the important key points in communication.

Employers hire the candidates who can examine the situations and make a solution to a problem. You need to understand a problem, then think over it and then deal with the circumstances. Curiosity, creativity, and flexibility is a major component of critical thinking. An employee must have a desire to learn new things and adapt the changes, if necessary, observe the things going around. Innovation and research help you to achieve your goals in life. Life is uncertain and a person can face the challenges in life if he understands the situation and finds a proper way out by logical thinking.

Soft skills are the basic requirements which help you lead a successful and a prospective future. Work ethic should be followed by the individual at workplace. To complete the work in time and to stay focused and organized are work ethics.

Soft skills, also known as power skills, common skills or core skills, are skills applicable to all professions.

Soft skills include the ability to communicate with prospective clients, mentor your co-workers, lead a team, negotiate a contract, follow instructions, and get a job done on time. Workers with good soft skills can help companies achieve higher levels of efficiency and productivity.

Today's work environment is full of stress, and challenges, and to build your career, an individual must have a positive attitude and should easily adapt to the changing environment.

- Soft skills help to be successful in your career.
- Soft skills play an important role in mentorship, guiding and inspiring that people you interact with.
- Soft skills build a healthy, productive, efficient and collaborative work environment which helps companies to achieve their objectives.
- Soft skills enable a person's growth and development and create a balance at the workplace.

REVIEW OF LITERATURE:

1. **The 4-Hour Workweek, by Tim Ferris:**

This book talks about how one can escape from a 9-5 job and live a millionaire's life without actually being one. He talks about automating your income and freeing up your time. He highlights the 80/20 principle in his book. To earn the lifestyle of the rich, he emphasizes four strategies: Define your objectives and priorities, eliminate distractions, automate your sources of income, and free yourself from societal obligations.

2. **The Startup Playbook, by David S. Kidder:**

This book deals with the five secrets shared by successful entrepreneurs to grow from a start-up to a successful company. This is one of the best books for starting a business. The ideas include: anticipating the problems of the market but starting early, keeping your business model a secret and planning for the future, maximizing the usage of resources to create new products and reacting quickly to feedback, nurturing enthusiasm among employees and customers, and keeping your primary focus on the customer and developments of the future.

3. **Tools of Titans, by Tim Ferriss:**

This book highlights the habits and beliefs of successful investors and entrepreneurs. The patterns one develops in the present will be the key to success in the future. The ability to set long term goals, being courageous and not being bound by fear, the authors fear exercise, the need for focus, taking action, prioritizing tasks, etc.

4. **Smarter Faster Better, by Charles Duhigg**:

This book for entrepreneurs talks about the secret to success in life and business. It gives you insights on developing a skill you are already good at and focuses on decision-making, goal-setting, and motivation. The author says that goals must be set using the "SMART" framework. He says that the roots of innovation lie in finding new ways to do things based on older beliefs and practices.

5. **The Search, by John Battelle:**

The book is about how Google and its rivals have played an essential role in transforming what we see as a business today. The author was involved in "Internet Journalism" and, through his book, gave great insights on how Google started and the concept behind the search. He talks about Google's business model, how it makes money through advertisements, what separates it from other search engines and how it has managed to transform the culture of the business.

6. **"Personality Development and Soft Skills (Old Edition)" by Barun K Mitra:**

The book is also useful for young managers who have already gained some experience in corporate life. It offers valuable insights into various aspects of personality development, along with effective written, verbal, and non-verbal communication skills. Additionally, it provides practical guidance on crafting impressive CVs, participating in group discussions, and acing job interviews.

7. **."communication and soft skill development (first edition)" by career publications and Ashwini Deshpande:**

The book will facilitate students to improve their problem-solving skills, assist them in making informed decisions, and instill a sense of purpose to plan and accomplish their goals. The workbook style is designed to be both stimulating and thought-provoking, serious and entertaining, providing a foundation to develop cognitive skills that counteract unproductive thinking and self-sabotaging emotional patterns.

8. **"Challenge the Interview by Developing Soft Skills" by Maruthi Gandikota Prathap:**

This book provides an in-depth understanding of essential soft skills such as Interview Skills, Group Discussion, Communication Skills, and Resume Writing, illustrated through real-life examples. Its comprehensive approach empowers job seekers with the necessary skills and confidence required to excel in interviews and achieve their career goals.

9. **"Ten Soft Skills You Need to Advance Your Career (Andere Keys Book 9)" by Lisa Smith:**

This book is a comprehensive guide to help students develop their problem-solving skills, make appropriate decisions, and set and achieve goals. By reading this book, students can learn how soft skills are crucial to succeed in the workplace, the 10 essential soft skills everyone should possess, how to use soft skills to communicate, resolve conflicts, and solve problems more effectively in the workplace.

10. "Soft Skills: Know Yourself and Know the World" by Alex:

Volume aims to introduce students to the essential aspects of soft skills that are necessary to succeed in today's dynamic workforce. It provides a comprehensive understanding of appropriate soft skills, with a particular focus on the corporate world. The book emphasizes the importance of career planning, body language, teamwork, etiquette, and time and stress management. With numerous figures and exercises, it guides readers in self-discovery, developing a positive attitude, improving communication skills such as listening, reading, speaking, and writing, as well as forming values and improving perception.

OBJECTIVE OF THE STUDY

- Corporate skills are abilities that help professionals in the business field succeed in their roles.
- Corporate skills that help business professionals or the technical knowledge they need to make decisions and manage their daily operations.

- Book knowledge is generally called some information that can be useful when a person studies something. The acquired knowledge can be supplemented and improved from time to time. Therefore, it is generally accepted that knowledge has no practical boundaries. Knowledge is a universal category of human communication.

- A book is like a guide to the pursuit of knowledge. But each of us needs to experience it, learn new things and improve our lives.

- Book learning to understand a concept is important. But if you can't understand the application of the concept in real time, the concept is useless.
- The study focus is on the quality of an assignment and its impact on performance. Reading the work of professional authors from such a service will help you improve your vocabulary, grammar, quotes, editing skills, and more.

RESEARCH METHODOLOGY:

- Research Methods for Business: A Skill-Building Approach is a concise and straightforward introduction for students to the world of business research. The skill-building approach provides students with practical perspectives on how research can be applied in real business situations.
- Business research is a part of the business intelligence process. It is usually conducted to determine whether a company can succeed in a new region, to understand their competitors, or to simply select a marketing approach for a product.

- IN Corporate Today communication can occur in a variety of ways – in person, through print documents, through broadcast messages or, increasingly, online.
- IN Today's Email can be used to communicate quickly with one or thousands of individuals in a variety of locations and offers flexibility, convenience and low-cost. It also provides an opportunity to hold a private conversation in a bustling or crowded office.

- IN Corporate Successful meetings – those with a stated agenda, specific starting and ending time, skilled facilitation and minutes to indicate who will be responsible for what after the meeting – are important elements that can guarantee communication success.

- Such a study helps companies determine which product/service is most profitable or in demand. In simple words, it can be stated as the acquisition of information or knowledge for professional or commercial purpose to determine opportunities and goals for a business.

HYPOTHESIS:

1. A baseline knowledge of economics can be valuable in any industry.
2. Honing your deal-making skills can not only help secure value for your organization at the bargaining table but for yourself when advocating for a higher starting salary or raise.
3. Strong managerial skills are intrinsically linked to organizational performance.

4. Whether you hold a management position or not, leadership skills are vital to workplace success. While some people think of leadership and management as one and the same, there are differences between the two. Whereas management is centered on implementing processes, leadership is more focused on the people and vision that guide change.
5. Emotional intelligence is another essential business skill, and research shows it's a leading indicator of performance in the workplace.

6. All professionals need strong decision-making skills to navigate complex workplace challenges. For those specifically working in business or management, the need for such skills is even greater.

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